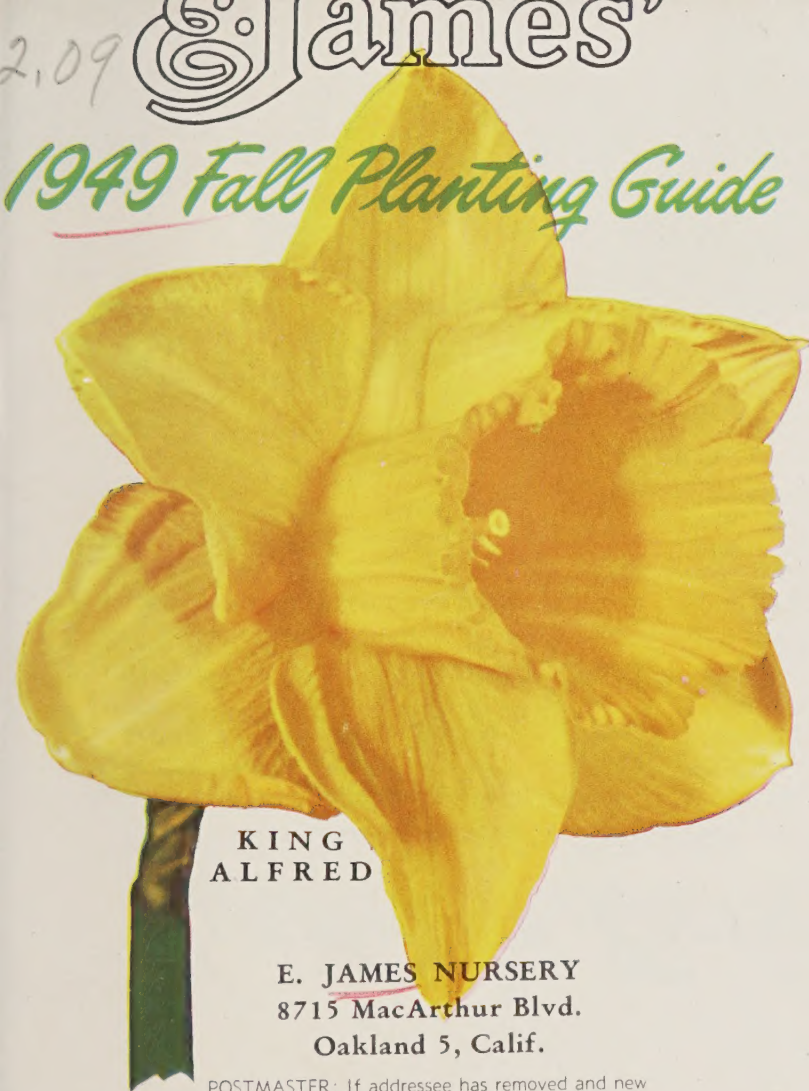
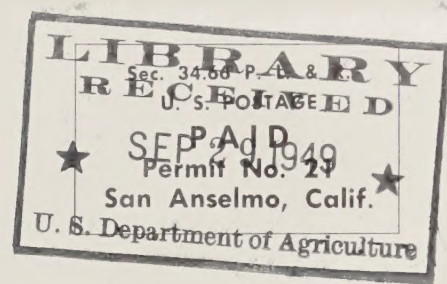


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2,09 **E. James'**  
*1949 Fall Planting Guide*



**KING  
ALFRED**

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# &James'

## Daffodils

Look to the daffodils and narcissi for consistent garden beauty in spring! Planted under ordinary conditions, these dependable sources for spring flowers will produce a show out of all proportion to the amount of effort expended in their planting and care. Don't overlook the investment possibilities of the new varieties—they are capable of returning their owners many times their original cost through their ability to increase and add to their owner's garden enjoyment.

Blooming sequence is noted in each description:  
E—early, M—midseason, L—late.



FORTUNE

## Golden Daffodils

**CARLTON—(M).** A magnificent yellow daffodil of giant size and perfect form. Clear bright yellow with a short but broad trumpet which is crinkled at the rim. Extremely vigorous and delightful in the garden. *Each 25c, 12 for \$2.50, 100 for \$17.50.*

**FORTUNE—(E).** Huge flowers with glorious coloring on two-foot stems. The broad petals are a solid bright yellow and arranged perfectly flat to support a broad heavy crown of bright coppery orange-red. Very early flowering. *Each 40c, 12 for \$4.00, 100 for \$30.00.*

**HAVELOCK—(L).** Bright yellow trumpet and petals. Large, perfectly proportioned flowers on strong stems. *Each 30c, 12 for \$3.00, 100 for \$20.00.*

**HELIOS—(E).** Deep golden yellow, somewhat overlapping petals holding a pretty cup slightly deeper in color. The richness of color is very effective in plantings where the bed is partially shaded. *Each 20c, 12 for \$2.00, 100 for \$15.00.*

**KING ALFRED—(M).** (Pictured on address fold.) The most popular yellow trumpet variety and very satisfactory. Medium-large flowers carried on sturdy stems. Color clear yellow throughout. A steady producer and excellent increaser. *Each 25c, 12 for \$2.50, 100 for \$17.50. Extra Large "Jumbo" bulbs: Each 35c, 12 for \$3.50, 100 for \$25.00.*

## Popular "Cool" Shades

*Pale blues are perfect foils for the gold and yellow daffodils. These "cool" shades will add a finished touch to your daffodil planting.*

**SILVER STAR—(E).** Perfect broad-petaled star-shaped perianth is creamy-white. Primrose trumpet is wide-mouthed and finely proportioned. Trumpet changes to creamy-white, just a shade deeper than perianth. Bulbs multiply rapidly. Flowers borne on long strong stems. *Each 45c, 12 for \$4.50, 100 for \$35.00.*

**SPRING GLORY—(M).** A popular bi-color trumpet daffodil. Petals are white and the trumpet yellow. Trumpet is of good size and pure yellow. Free flowering with excellent stems. *Each 35c, 12 for \$3.50, 100 for \$25.00.*

**TUNIS—(E).** Tall robust stems carry large perfectly-formed flowers. Petals are broad, waved and pure white. Bold ivory crown has flanged and serrated brim flushed pale coppery gold at the edge. New and outstanding. *Each 40c, 12 for \$4.00, 100 for \$30.00.*

## Quantity Rates

*Six bulbs of a single variety take the dozen rate: 50 bulbs (not less than 25 of a variety) take the 100 rate: 500 or more bulbs, assorted varieties, 5% discount: 1000 or more bulbs, assorted varieties, 10% discount.*





# Daffodils...



DAMSON

## Daffodils

WITH BRIGHT COLOR CONTRASTS



**ACTAEA—(E).** We believe this to be by far the best of all the poet narcissi. This one has the largest flowers, pure white with a generous bright red eye. Excellent for planting in the garden and for naturalizing. Each 20c, 12 for \$2.00, 100 for \$15.00.

**DAMSON—(M).** A superb variety with pure white overlapping petals and frilled crown of pure gold. Long, strong stems support flowers of fine substance. Each 30c, 12 for \$3.00, 100 for \$20.00.

**JOHN EVELYN—(M).** An outstanding newer daffodil. The pure white perianth opens flat, measuring often 4 or 5 inches across and supporting a 2-inch wide flat cup which is densely frilled and fluted, lemon yellow. Each 40c, 12 for \$4.00, 100 for \$30.00.

**MRS. BARCLAY—(M).** Flowers are spectacular. Overlapping pale primrose petals. Frilled primrose-yellow cup enhanced with orange margin. Each 25c, 12 for \$2.50, 100 for \$17.50.

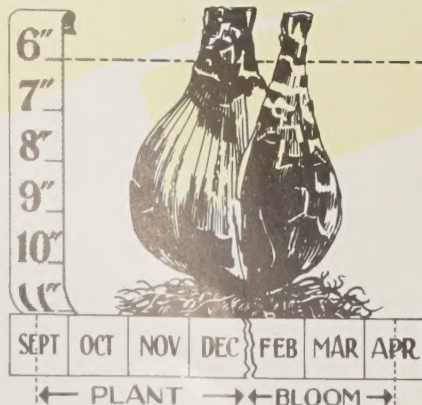
**ORANGE GLOW—(L).** Yellow petals contrast delightfully with the glowing orange crown. Crown is handsomely flared and frilled at the margin. Each 30c, 12 for \$3.00, 100 for \$20.00.

## THE FINEST PINK DAFFODIL

**MRS. R. O. BACKHOUSE—(E).** The famous Pink Trumpet Daffodil. This is truly one of the most beautiful of all varieties for the well-proportioned flowers. The color combination is especially pleasing with the ivory white petals and long narrow trumpet of shell pink with deeply fringed edge. Each 75c, 12 for \$7.50.

## HOW TO GROW DAFFODILS

Daffodils thrive in any good, well-drained garden soil. Deep soil preparation is necessary for best results and we recommend working in bone meal or compost 16 to 18 inches below the surface. No fertilizer of any kind should come in direct contact with the bulbs. The adjoining chart shows the planting depth, time of planting, and blooming period for Daffodils. Soak the ground thoroughly after planting and keep soil moist until rains begin.



Your best garden investment in flowers for spring color is daffodils. Most varieties increase rapidly under average garden conditions, supplying your garden and home with more flowers each season without further investment. To promote daffodil bulb increase, apply a balanced fertilizer over the bed after the blooming season and maintain soil moisture through the summer. Lift, divide and replant every three years.

## MORE BLOOMS FOR YOUR MONEY!

All our daffodil bulbs are **DOUBLE-NOSE No. 1**, which means that each bulb is capable of producing two or more large flowers the spring following planting. Ordinary bulbs are no bargain at their slightly lower cost.



JOHN EVELYN



# Your Best Garden Investment

## Naturalizing Daffodils

Daffodils for naturalizing are a special blend made up by our grower to our own specifications. The mixture includes all the popular types: golden and bi-color daffodils, frilled-crown daffodils, single and cluster-flowered narcissi and jonquil hybrids. Bulbs are blended for a long blooming sequence and a good increase in sun or partial shade. Naturalizing Daffodils are economical and eminently satisfactory. Try them under trees and tall shrubs and in the perennial border. 50 bulbs for \$4.50, 100 bulbs for \$8.00.

## Double Daffodils

**CHEERFULNESS—(L).** This lovely double Poetaz Narcissus is a fine garden variety. Each stem bears three or four dainty flowers, each pure waxy white with a tint of golden or cream toward the center between the petals. Each 20c, 12 for \$1.75, 100 for \$12.50.

**TWINK—(E).** The most popular double daffodil. The petals are primrose yellow with the shorter petals between a rich clear orange. Flowers are very early, have good form and substance. Twink is equally adapted to culture indoors or out. Each 35c, 12 for \$3.50, 100 for \$25.00.



LAURENS KOSTER



ACTAEA

## Fragrant "CLUSTER-FLOWERED" Narcissi

**LAURENS KOSTER—(E).** Like the Polyanthus Narcissus but much hardier, the fragrant flowers in generous clusters are white with lemon-yellow cups. It is vigorous and free flowering. Each 20c, 12 for \$1.75, 100 for \$12.50.

**TREVITHIAN—(M).** A fine sweetly-scented jonquil hybrid producing two or more flowers in a long-stemmed cluster. Broad overlapping perianth of smooth texture. Attractive shallow crown. Petals and crown pale lemon-yellow. Each 20c, 12 for \$2.50, 100 for \$17.50.

**CHINESE SACRED LILY.** Mid-winter blooms are waxy white with tiny yellow cup. Intensely fragrant. Each 20c, 12 for \$1.75, 100 for \$12.50.

**SOLEIL D'OR.** Midwinter blooms are yellow with orange colored cup. Very fragrant. Each 20c, 12 for \$1.75, 100 for \$12.50.

The "Cluster-flowered" narcissi are the most popular of all the narcissi among those living in apartments because they are so easily "forced" into flower in such simple devices as bowls of pebbles filled with water or in pots with garden soil.

## A DAINTY MINIATURE...

**THALIA—(E).** A dainty miniature of outstanding merit. Two or three pure white flowers are borne in a cluster on each stem. Excellent for the rock garden and for pots. Cut flowers make interesting arrangements. Each 40c, 12 for \$4.00, 100 for \$30.00.





# E. James' Tulips



ALL BRIGHT

## 16 Choice Tulips

12 for \$1.75, 100 for \$12.50

*Figures indicate height of stems.*

**ADVANCE** (32"). Large flowers on husky long stems are orange-scarlet, flushed rosy-orange.

**ALBINO** (22"). Large pure white flowers on medium-tall stems are very effective alone or planted with other varieties.

**ALL BRIGHT** (24"). This blazing red tulip has excellent form and size; good strong stems.

**BELLE JAUNE** (28"). Deep golden yellow egg-shaped blooms are perfect in form.

**BRIGADIER** (26"). Brilliant orange flowers flushed with carmine.

**CAMPFIRE** (28"). Soft carmine-red flowers with light violet blush.

**CITY OF HAARLEM** (30"). Pure scarlet with steel blue center and white ring at base of flower.



ZWANENBURG

# E. James'

NURSERY

We are proud of our reputation as being one of Oakland's leading sources of plants, shrubs, trees, seeds, bulbs, and garden supplies since 1905. We are pleased when new home owners tell us, "My father was a customer of the E. James Nursery when he built his first home 30 years ago." Our reputation for good plants and garden accessories is one which we zealously guard through the years—your assurance of satisfaction when you buy from the E. James Nursery.

THE E. JAMES NURSERY

8715 MacARTHUR BLVD., OAKLAND 5, CALIF.

SWEETWOOD 8-4420

OPEN SUNDAY, CLOSED THURSDAY

**CLARA BUTT** (22"). The most popular pink tulip. Flowers are clear salmon-pink on good stems.

**GOLDEN AGE** (28"). A good new yellow tulip. Color is deep buttercup yellow; has excellent form.

**GOLDEN HARVEST** (28"). Big flowers are soft lemon-yellow, carried on long, strong stems.

**G. W. LEAKE** (28"). Graceful blooms of this new tulip are a delightful geranium-red.

**LOUIS XIV** (34"). Rich deep purple edged golden bronze.

**MARJORIE BOWEN** (28"). Pleasing combination of buff and salmon.

**PRUNUS** (26"). A very lovely deep salmon pink of good substance.

**SCOTCH LASSIE** (26"). Beautiful deep lavender with a blue base.

**ZWANENBURG** (28"). Huge flowers are pure white. Open blooms reveal black stamens.

## Parrot Tulips

12 for \$1.75, 100 for \$12.50

**BLUE PARROT**. Strong stems carry immense fully-opened heliotrope-blue flowers with fringed petals.

**FANTASY**. The best-known parrot tulip. Elegant flowers are soft rose-pink streaked green, salmon inside.

**RED CHAMPION**. Cochineal-red flowers with a rosy "glow." A beautiful new introduction. Prices for this variety: 12 for \$2.50, 100 for \$17.50.

## Tulip Novelties

12 for \$2.00, 100 for \$15.00

**FOSTERIANA RED EMPEROR**. Huge dazzling vermilion-red flowers have yellow base. An exceptional novelty.

**PRAESTANS FUSILIER**. Orange-scarlet flowers arranged in clusters on single stems.



## Tulip Collection

The five splendid tulips pictured on these two pages:

100 bulbs (20 of each)	\$10.00
50 bulbs (10 of each)	\$5.50
25 bulbs (5 of each)	\$3.00



GOLDEN AGE

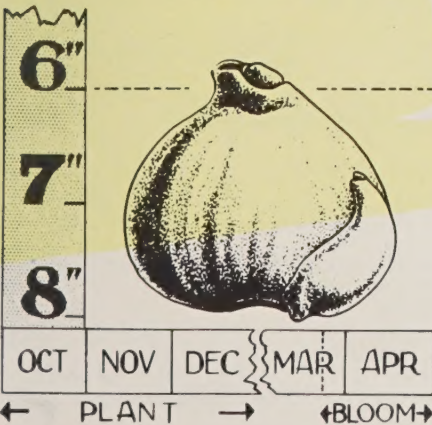


BRIGADIER



### HOW TO GROW TULIPS

See Cultural directions for Daffodils (Page 2) for soil preparation. In heavy soils place a handful of sand beneath each bulb when planting. See adjoining chart below for planting depth, planting and blooming seasons.



PRUNUS





## Dutch Iris ... "THE ORCHIDS OF THE GARDEN"

The finest spring-flowering bulb for cut-flowers. Cut when color shows at tip: stand in water until open. Leave as much foliage as possible.

Prices: 12 for 95c, 100 for \$7.50

IMPERATOR—Deep blue, orange-yellow blotch on lip.

WEDGEWOOD—Fine early flowering variety with soft blue flowers.

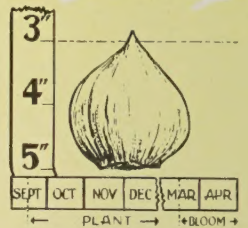
WHITE EXCELSIOR—Snow white with small orange blotch.

YELLOW QUEEN—Very tall, golden yellow. A popular variety.

NOTE: Wedgewood blooms with daffodils; all other varieties with tulips.

### HOW TO GROW DUTCH IRIS

Work soil thoroughly to 12 inches. See adjoining planting chart for planting depth, planting and blooming seasons. When blooms are gone, cut off flower stalks, leaving as much foliage as possible. Do not lift bulbs until foliage is entirely brown.



DUTCH IRIS

## Baby Glads

These are the dainty "Orchid Gladiolus" entirely distinct from the garden varieties. The flowers are much smaller with clear colors, each petal showing a distinctive diamond shaped marking. Flower spikes are about 18 inches high. Plant 8 to 12 inches apart in a sunny place. 12 for \$1.50, 100 for \$10.00.

PEACH BLOSSOM. A uniform delicate pink.

SPITFIRE. Brilliant scarlet-vermilion with small violet marks.

THE BRIDE. White with pink or carmine markings. Very dainty.

## Anemones

MONARCH DE CAEN. The finest strain of single-flowered Anemones. Immense saucer-shaped flowers of the most brilliant and varied colors from pink, through beautiful shades of blue and purple to white and red. Large bulbs: 12 for 85c, 100 for \$6.00.

Prices for Anemones listed below:

Large bulbs: 12 for 95c, 100 for \$7.50.

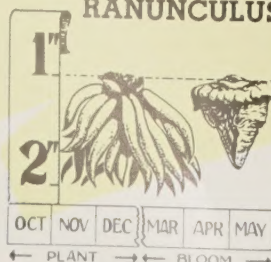
BLUE POPPY. A selected strain with large single attractive blue flowers.

HIS EXCELLENCY. Brilliant scarlet flowers with a silvery-white base and black boss in center.

THE BRIDE. The best pure white.

ST. BRIGID. The finest strain of double anemones. Flowers are fully double and come in the same wide range of colors as the single type.

### PLANTING CHART FOR ANEMONES & RANUNCULUS



RANUNCULUS TECOLOTE GIANTS

## Ranunculus

Popular double flowers of fine texture and lovely form and color. Unexcelled for bedding and cut flowers. They succeed best in a sunny place in a light fertile soil which has been well soaked the day before planting.

SEPARATE COLORS. Red shades, Yellow, Orange, White and Pink.

Large bulbs: 12 for \$1.25, 100 for \$9.00.

MIXED SHADES. All top quality bulbs. Will give a complete range of colors.

Extra large Jumbo size bulbs: 12 for \$1.50, 100 for \$10.00

Large bulbs: 12 for 75c, 100 for \$5.00

Small bulbs: 100 for \$2.00



# Hyacinths From Holland

Large "Exhibition" size bulbs: 35c each, 12 for \$3.50, 100 for \$25.00  
Bedding size: 20c each, 12 for \$2.00, 100 for \$17.50

**GRAND MAITRE.** Deep lavender-blue. Dark stems harmonize with flower color.

**KING OF THE BLUES.** Dark blue with richness of purple. Spicy fragrance.

**LA VICTOIRE.** Produces fine spikes of deep carmine-red flowers.

**L'INNOCENCE.** Large spikes of pure white flowers have delicious fragrance.

**PINK PEARL.** Deep rose-pink flowers have a paler rose edge.

**YELLOW HAMMER.** Pure yellow flowers on strong spikes.

## HOW TO GROW HYACINTHS

Work the soil thoroughly to a depth of twelve inches. Set the bulbs six to eight inches deep and eight to ten inches apart. Keep the soil moist by sprinkling until the first rains.



PINK PEARL



GRAND MAITRE



## Freesias

Large Bulbs:  
12 for 75c, 100 for \$5.00

Clusters of fragrant flowers in a beautiful variety of colors. Freesias may be grown outdoors in the garden or in pots for longer stems and larger flowers for cutting. They make a fine subject for sunny window boxes. Give plenty of water during growth.

**PURE WHITE.** The favorite fragrant white.

**MIXED.** Rainbow assortment, white excluded.

## Muscari Grape Hyacinth

**MUSCARI HEAVENLY BLUE.** Delightful bulbs for ground covers or as an edging for other bulb plantings. Flowers in tightly placed, long pointed clusters of clear blue. Plant 3 to 4 inches deep. 12 for 85c, 100 for \$6.50.

## Scilla Wood Hyacinth

**SCILLA CAMPANULATA.** The finest of this dwarf group of bulbs, making a good show of color in shaded places with the little stems crowded with hanging bells in blue, pink, or white. Shade. Plant 3 inches deep. 12 for 95c, 100 for \$7.50.

**ROSE QUEEN.** Lovely pink flowers.

**WHITE QUEEN.** Pure glistening white.

**BLUE EXCELSIOR.** Clear lavender-blue.



## BELLINGHAM HYBRIDS



## Calla Lilies

- WHITE CALLA. Large pure white. 30c each, 12 for \$3.00.  
YELLOW CALLA. Rich yellow. 25c each, 12 for \$2.50.  
PINK CALLA. Dwarf, frosty pink. 35c each, 12 for \$3.50.

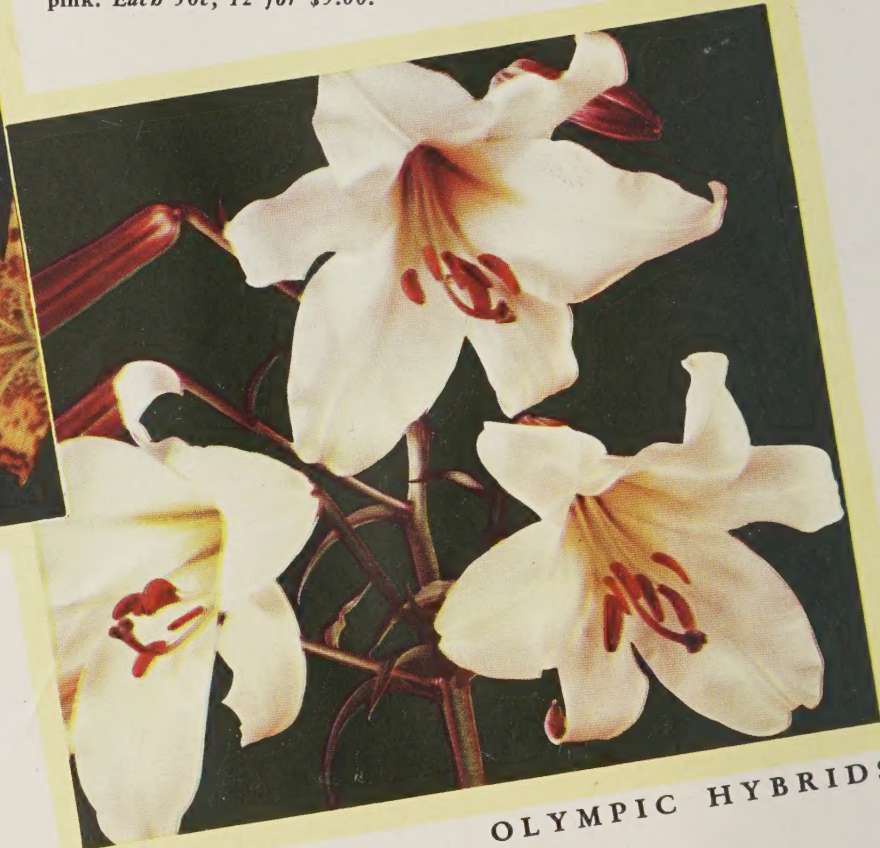
## Hardy Lilies

BELLINGHAM HYBRIDS. Spotted petals range from yellow to bright orange-red. Each 50c, 12 for \$5.00.

OLYMPIC HYBRIDS. Superior to Regal Lily. White or tinted pale pink. Each 30c, 12 for \$3.00.

SUNSET. Red shading to gold; purplish spots. Each 35c, 12 for \$3.50.

TIGER. Orange-red with black spots. Each 45c, 12 for \$4.50.



## OLYMPIC HYBRIDS